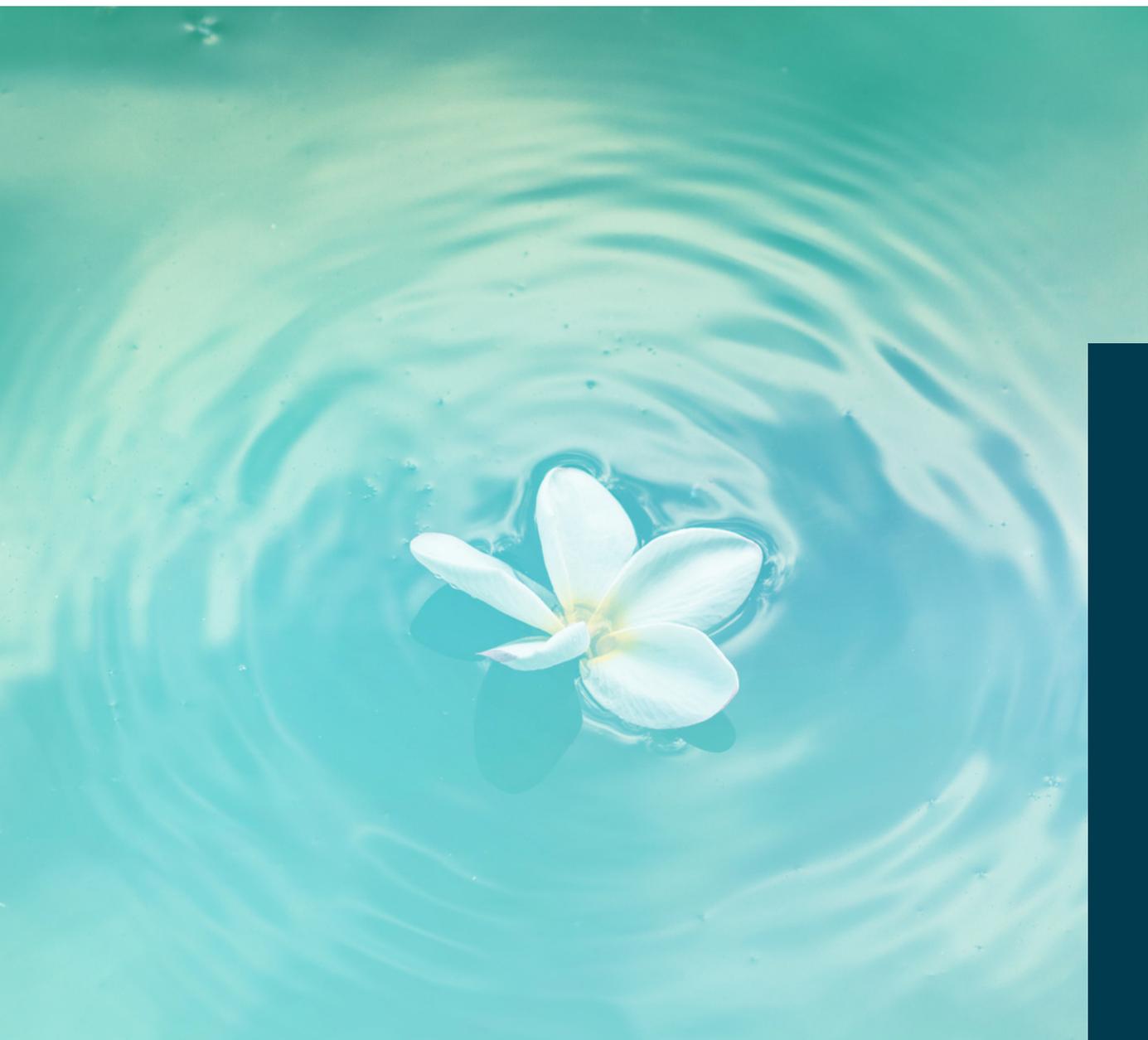


PROCTER & GAMBLE IS CHARTING A COURSE TOWARDS A "WATER POSITIVE" FUTURE BY 2030

"Water is an important and valued natural resource for everyone, and it's important for making all and using most of P&G's products. We have a key role to play, which is why we're working to build a water positive future."

Shannon Quinn,
Global Water Stewardship
Leader at P&G



Procter & Gamble, a multinational consumer goods corporation with annual sales of + 80 billion US \$, announced in June 2022 that they were committed to embracing a "water positive" future by 2030, joining the ranks of industry titans such as Google, Meta, Microsoft, and PepsiCo. P&G's goal will be measured strictly on volumetric considerations – that is, the amount of water its operations and products consume from specific watersheds. The \$76 billion company is building on its existing water-related conservation and reduction commitments to reach that state with two new water restoration pledges.

At the core of P&G's strategy lies a dual-pronged approach. Firstly, the company aims to "restore" the water it utilizes during its manufacturing processes, alongside sourcing 5 billion liters of water from circular sources, exemplified by initiatives like recycling wastewater at its facilities, while concurrently striving for a 35% reduction in water consumption compared to a 2010 baseline. Notably, P&G's concerted efforts have yielded promising results, with a notable 25% improvement in efficiency observed in its 2021 fiscal year, equivalent to saving 69 million cubic meters of water. This achievement underscores the efficacy of P&G's water conservation endeavors, further supported by the reuse of 3.1 billion liters of recycled water across its global operations, illustrating its commitment to sustainability.

Secondly, as part of its pledge, P&G commits to restoring more water than it consumes in two "high water-stressed metropolitan areas," namely Los Angeles and Mexico City. CSO Virginie Helias highlights the significant impact of P&G's products in 18 priority restoration locations, accounting for more than half of the water these cities consume. These regions, marked by the presence of P&G's manufacturing facilities, represent pivotal markets for the company, extending beyond the United States to encompass countries such as China, India, Italy, Mexico, Spain, and Turkey.

[Here you can find the details of restoration locations and how P&G extends its support for new water restoration projects.](#)

[Here you can find the details specific water stress areas and lists the Colorado River initiative in the western USA.](#)

A critical aspect of P&G's approach involves acknowledging the nexus between its products and water consumption patterns, with Helias emphasizing the importance of focusing on key regions to accelerate restoration efforts. She articulates, "We are building the bridge as we cross it," underscoring P&G's adaptive approach to addressing water scarcity and quality challenges.

Across the 18 water-stressed regions, P&G is actively investing in a myriad of projects aimed at restoring both manufacturing and consumer product usage. These initiatives encompass diverse endeavors ranging from flood management systems to habitat restoration, with six new restoration projects planned in Utah and Idaho's Bear River basin, complemented by eight ongoing programs in California's Sacramento River basin and Arizona's Colorado River Indian Tribes System Conservation Project. Include their activities in Brazil (Louviere) and Mexico (Mariscal).

[Here you can find the details of their six new restoration projects as well as the activities carried out.](#)



P&G claims a commitment to science-based solutions, with a forthcoming publication detailing its methodology set to be released later in the year.

In tandem with its restoration efforts, P&G emphasizes product innovation and operational efficiency as integral components of its water stewardship strategy. Helias underscores the company's focus on product design and chemistry innovation, citing examples such as water-saving conditioners and dish soaps that require minimal water usage. This holistic approach extends to corporate-level funding for conservation measures and research and development initiatives, underscoring P&G's commitment to embedding sustainability across its operations.

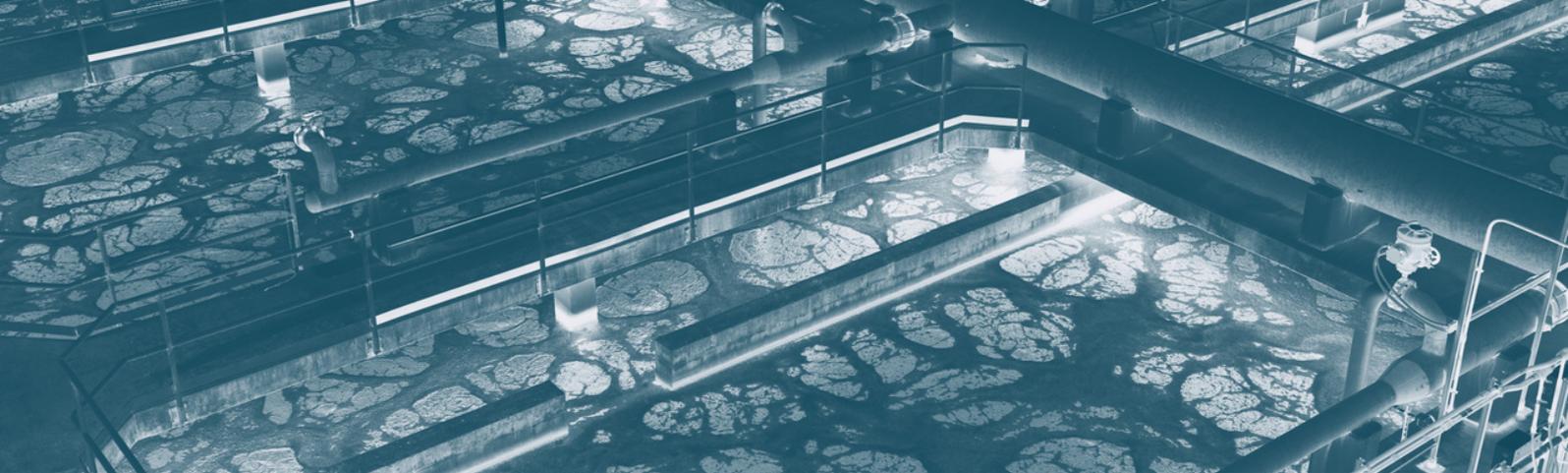
In conclusion, Procter & Gamble's ambitious commitment to a "water positive future" by 2030 stands as a beacon of corporate responsibility and sustainability leadership. Through its multifaceted approach encompassing water restoration, product innovation, and strategic partnerships, P&G exemplifies the transformative potential of corporate action in addressing pressing environmental challenges.

By prioritizing restoration efforts in water-stressed regions and leveraging science-based targets, P&G mitigates its water footprint and catalyzes broader ecosystem restoration and conservation initiatives. Moreover, its emphasis on product design and operational efficiency underscores a holistic commitment to sustainability across its value chain.

P&G is using its water chemistry expertise and water-efficient products to make everyday living more sustainable as founding members of the 50 Liter Home Coalition, a global collaborative of public, private, and non-governmental organization leaders whose goal is to reinvent the future of urban water use.

P&G and its brands are developing innovations that reduce, reuse, or eliminate water to help create a resilient, low-carbon water future where 50 liters of daily water use per person feels like 500 – the average per capita daily household water use in some parts of the world. (P&G, 2023)

In forging ahead towards a "water positive" future, P&G demonstrates that sustainable business practices are compatible with and essential for long-term growth and resilience. Through collective action and innovation, P&G and its peers have the opportunity to shape a more sustainable and equitable future for generations to come.



Reuse solutions play a pivotal role in helping companies effectively manage their water footprint while striving towards achieving water-positive operations. By implementing innovative reuse strategies, such as recycling wastewater or capturing rainwater, companies can significantly reduce their reliance on freshwater sources. These solutions not only minimize water consumption but also mitigate the environmental impact associated with water extraction and discharge. Additionally, by adopting water reuse technologies, companies can optimize their resource utilization, enhance operational efficiency, and ultimately contribute to sustainable water management practices. Through proactive measures like these, companies can actively work towards their goal of achieving water positivity, wherein they replenish more water than they consume, thereby fostering a healthier ecosystem and ensuring long-term resilience in water resources

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